

## **Ballotvox Usability Test Script**

Hi there. My name is Melissa, and I am going to be running the session. Joining me is Emily. I have asked her to take some notes as we talk, and she's also going to be audio-recording our session. I hope that is okay.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

The idea of our meeting is to see if we can improve an app that is currently under development. You are going to help us with this. It's important to understand that we are testing the app and not you. You can't do anything wrong here, so don't worry about messing up.

We need you to be honest. If you are struggling with something or don't like the way it works, say so. And Emily and I didn't make this app – we are just testing it. Please don't worry that you're going to hurt anyone's feelings. We're doing this to improve the app so we need to hear your honest reactions.

As you use the app, I'm going to ask you, as much as possible, to try to think out loud: to say what you're looking at, what you're trying to do, what options you are considering, what you're thinking, etc. This will be a big help to us and is the most important thing to remember. I'll remind you if you fall silent for a long time.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone there to help them. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

The session should take about 30 minutes or so.

If you would, I'm going to ask you to sign a simple permission form for us. It says that we have your permission to record you, and that the recording and any of the associated information will only be seen by the people working on the app project.

**HAND THEM CLIPBOARD AND PEN TO SIGN RECORDING PERMISSION FORM**

Do you have any questions so far?

**DEMOGRAPHIC/BEHAVIORIAL QUESTIONS**

OK, let's get started with some questions before you see the app.

1. How old are you?
2. What's your occupation? What do you do all day?
3. What is your highest level of education?
  - High school
  - Some college
  - Bachelor's degree
  - Master's degree
  - PhD/MD
  - Other \_\_\_\_\_
4. How much time each week would you say you spend using the Internet, including web browsing and email, both at work and at home? Just a ballpark number of hours.
5. And what's the split between email and browsing, just a rough percentage?
6. What apps and websites do you use regularly?
7. Which ones are your favorites?

Ok, we're done with the questions, let's look at the app.

## **TASKS**

NOTE: FOR ALL TASKS, ALLOW USER TO PROCEED UNTIL YOU DON'T THINK IT'S PRODUCING ANY VALUE OR THE USER IS VERY FRUSTATED OR TIME RUNS OUT

### **TASK 1 (perception/expectations):**

HAND THEM IPHONE WITH APP.

First, I'm going to ask you to look at the opening screen. Without using your hand yet, please and tell me what you make of it: what strikes you about it, who made the app and what do you think you might be able to do with it.

NOTE RESPONSE/ACTION/COMMENTS

### **TASK 2 (free exploration)**

Ok, now feel free to explore the app for a couple of minutes, and tell me your thoughts about what strikes you and what you think you can do.

NOTE RESPONSE/ACTION/COMMENTS, STOP AFTER 3-4 MINUTES MAX IF STILL ENGAGED

Thank you. Now I'm going to ask you to try doing some specific tasks.

**TASK 3 (scenario, open-ended task)**

You've heard rumors that Vice President Joe Biden may run for President in 2016, and you are interested in finding out more about him. On issues that are important to you, determine if Biden's positions are similar or different to yours, and let us know what you conclude.

NOTE RESPONSE/ACTION/COMMENTS

**TASK 4 (scenario, open ended task)**

You know that elections are coming in the next year or two and want to explore North Carolina or local candidates. Find two people that you would consider voting for even if their opponents haven't been determined yet.

NOTE RESPONSE/ACTION/COMMENTS

**TASK 5 (scenario, close-ended task)**

Now that you've chosen two candidates, you want to share your decisions with family and friends. How would you share your choices with friends or family using the app?

NOTE RESPONSE/ACTION/COMMENTS

Ok, we are done with the tasks, I have a written survey for you to complete.

HAND THEM THE CLIPBOARD AND PEN WITH THE USABILITY SCALE SURVEY, EXPLAIN

Thank you for doing that. I have a few more questions for you before we end. Please be as honest as possible as that will be most helpful.

**CLOSING INTERVIEW QUESTIONS**

1. What are some adjectives you would use to describe this app?

2. What did you like or not like about it?
3. How interested in politics are you? [*NOTE: I don't want to ask this question up front as I'd like them to view the app without politics associated with it first*)
  - Very interested
  - Somewhat interested
  - Neutral
  - Somewhat not interested
  - Not interested
4. How often have you voted in the past?
  - never
  - 1 – 5 times
  - more than 5 times
5. Would you share your political positions with your friends through this app on social media? Via email? Why or why not?
6. Would you share this app with others via social media? Via email? Something that said “Hey this a useful tool as you get ready to vote!” with a link to the app. Why or why not?
7. Do you think this app seems politically neutral or is it partisan (made or supported by a political party)?
8. Thinking of your needs related to voting, is there one missing feature or capability that would make the app much more useful for you?
9. Is there an aspect of the app you are sure you would never use?
10. Is there anything else you'd like to mention, positive or negative, about the app or your experience?

Ok, we are all finished. That was useful. Thank you so much for helping us out. Here is a gift card for your time.

**GIVE GIFT CARD AND SAY GOODBYE. THEN STOP THE RECORDER (ONLY ONCE HE/SHE IS GONE).**